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Docket No.: 577172000200
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Steven O. MARKEL et al.

Application No.: 10/046,618

Confirmation No.: 4807

Filed: October 26, 2001

Art Unit: 2614

For: COLLECTION OF AFFINITY DATA FROM
TELEVISION, VIDEO OR SIMILAR
TRANSMISSIONS

Examiner: J. R. Sheleheda

AMENDMENT UNDER 37 CFR 1.111

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Action dated April 5, 2005, please amend this application as follows:

Amendments to the Claims begin on page 2.

Remarks begin on page 6.